

# Campaign Elements:

## SOCIAL MEDIA POSTS



### KEY MESSAGE CATEGORY # 1

Diabetes Management & Control = Empowered Communities

Optional Hashtags: #DiabetesAwareness #WDDWashington #PreventDiabetes

#DiabetesManagement #Type2DM

1. Is #Diabetes new to your life? Check out this 4 steps to keep your diabetes on track

[www.cdc.gov/diabetes/ndep/pdfs/tips-to-help-you-stay-healthy.pdf](http://www.cdc.gov/diabetes/ndep/pdfs/tips-to-help-you-stay-healthy.pdf) #WDDWashington

**Download Image:** [StopDiabetes](#)



2. Being active & eating healthy can manage #DM & prevent #Type2DM. What's 1 change you can make for #WDDWashington?

[www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity](http://www.niddk.nih.gov/health-information/diabetes/overview/diet-eating-physical-activity)

**Download Image:** [ADAHealthyHabits](#)



3. Thanks for supporting #WDDWashington. To find #diabetes resources near you, call 211 or visit [win211.org](http://win211.org) #PreventDiabetes

**Download Image:** [CapitolCircle](#)



## KEY MESSAGE CATEGORY # 2

Diabetes Awareness = Educated Communities

Optional Hashtags: #DiabetesAwareness, #WDDWashington, #PreventDiabetes, #LearnAboutDiabetes

1. 627,000 people in Washington have diabetes & 1 out of 4 don't know it. Are you one of them?

[doh.wa.gov/Diabetes](http://doh.wa.gov/Diabetes) #WDDWashington

**Download Image:** [Snapshot Infographic](#)



2. #Diabetes is not a choice. Spread the word & share your story #ThisIsDiabetes #WDDWashington #LearnAboutDiabetes [www.diabetes.org/diabetes-basics/myths](http://www.diabetes.org/diabetes-basics/myths)

**Download Image:** [NotAChoice](#)



3. Did you know: in the next 24 hours, more than 4,000 Americans will be diagnosed with diabetes? Learn more: [professional.diabetes.org/sites/professional.diabetes.org/files/media/fast\\_facts\\_8-2017\\_pro\\_3.pdf](http://professional.diabetes.org/sites/professional.diabetes.org/files/media/fast_facts_8-2017_pro_3.pdf)

**Download Image:** [21Seconds](#)



4. 2 million people have prediabetes in Washington. Are you one of them? Check your risk!

[doihaveprediabetes.org](http://doihaveprediabetes.org)

#WDDWashington

**Download Image:** [WAPrediabetes](#)



### KEY MESSAGE CATEGORY #3

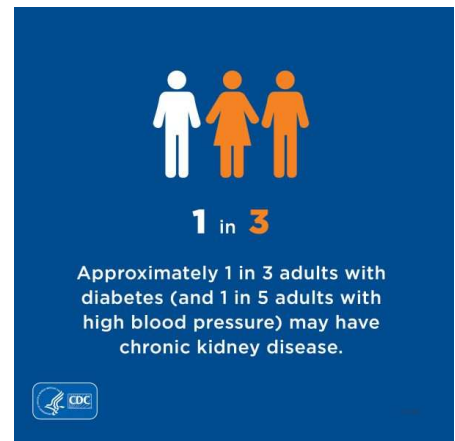
Diabetes Prevention = Healthy Communities

Optional Hashtags: #DiabetesAwareness #WDDWashington #PreventDiabetes

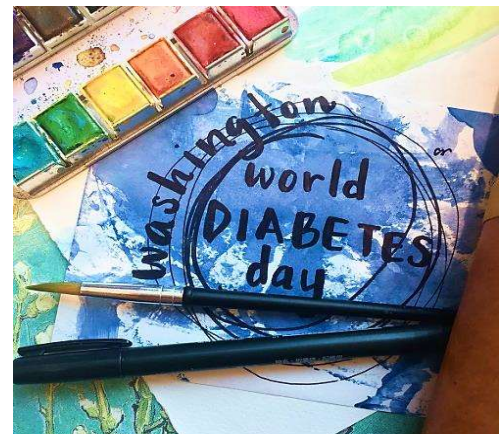
1. These risk factors increase your chances of developing type 2 diabetes. Take the risk test at [doihaveprediabetes.org](http://doihaveprediabetes.org)  
#WDDWashington  
**Download Image:** [Risk Factors Infographic](#)



2. #diabetes raises your risk of developing chronic kidney disease. Learn how to protect your kidneys  
[www.niddk.nih.gov/health-information/kidney-disease/chronic-kidney-disease-ckd](http://www.niddk.nih.gov/health-information/kidney-disease/chronic-kidney-disease-ckd)  
#WDDWashington  
**Download Image:** [CDC Info Card](#)



3. We stand together to fight diabetes! Learn about [worlddiabetesday.org](http://worlddiabetesday.org) & share how you support people with diabetes  
#WDDWashington  
**Download Image:** [WDDWashington Logo](#)



Helpful Resources:

[www.diabetes.doh.wa.gov](http://www.diabetes.doh.wa.gov)

[www.diabetes.org](http://www.diabetes.org)

[www.idf.org](http://www.idf.org)

